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Customer No. 33375

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of

Applicant : Hager et al.
Serial No. : 09/771,362
Filed : January 26, 2001
Title : CONSUMER SHOPPING TOOL TO AUGMENT RETAIL SALES
Docket : 490391-032 [Formerly 444800-032]
Examiner : Rodriguez, Ruth C.
Art Unit : 3677

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

AMENDMENT and RESPONSE

In response to the Office Action dated August 27, 2003, amend the application as indicated and consider the following remarks.

Amendments to the claims begin on page 2 of this paper.

Remarks begin on page 4 of this paper.

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DEC 03 2003
GROUP 3600